

The Green Collar Jobs Council Update

Presented by
Barbara Halsey

Green Collar Jobs Council Mission and Vision

California Green Collar Jobs Act (AB 3018) states;

*“The California Workforce Investment Board shall adopt a **Sector Strategy** approach in responding to industry sector workforce and economic development needs. This strategy will ensure industry has a qualified workforce and can offer opportunities for employment, training, and career advancement for all Californians. **The initial drive of this sector strategy approach will be the California Green Collar Jobs Act of 2008.**”*

Green Collar Jobs Council Mission and Vision

The Green Collar Jobs Council One Page Plan Strategies

- Neutral broker that will guide discovery, investments, direction & accountability
- Statewide hub, national model, & resource for agencies & legislature cultivating initiatives
- Strengthen regional competitiveness by incentivizing data driven planning & measure results
- Ensure creation/sustainability of a sector strategy by fostering regional partnerships
- Form strategic alliances with business to understand their green workforce needs
- Increase education pathways that lead low wage workers to well-paying jobs
- Ensure entrepreneurs receive training necessary to create/compete in green economy
- Use technology to improve data, bridge systems, facilitate communication with partners
- GCJC work will be done when collaboration becomes routine: education & career pathways merge

Green Collar Jobs Council Mission and Vision

The Green Collar Jobs Council One Page Plan Strategies: Today's Discussion

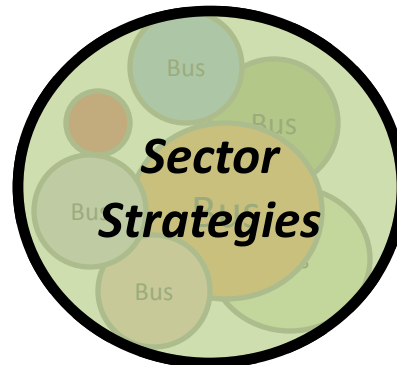
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An Overview of Sector Strategies

What Sectors Strategies do;

- Encourage Regional Partnerships,
- Target Specific Industries, and engage employers,
- Advance low-income workers,
- Help sustain middle class jobs, and incumbent workers,
- Leverage and align public and private resources,
- Remove bottlenecks

***Sector Strategies** will enable us
As businesses continue to cluster
to deliver the highly skilled workforce
in order to compete globally...
that they require.*



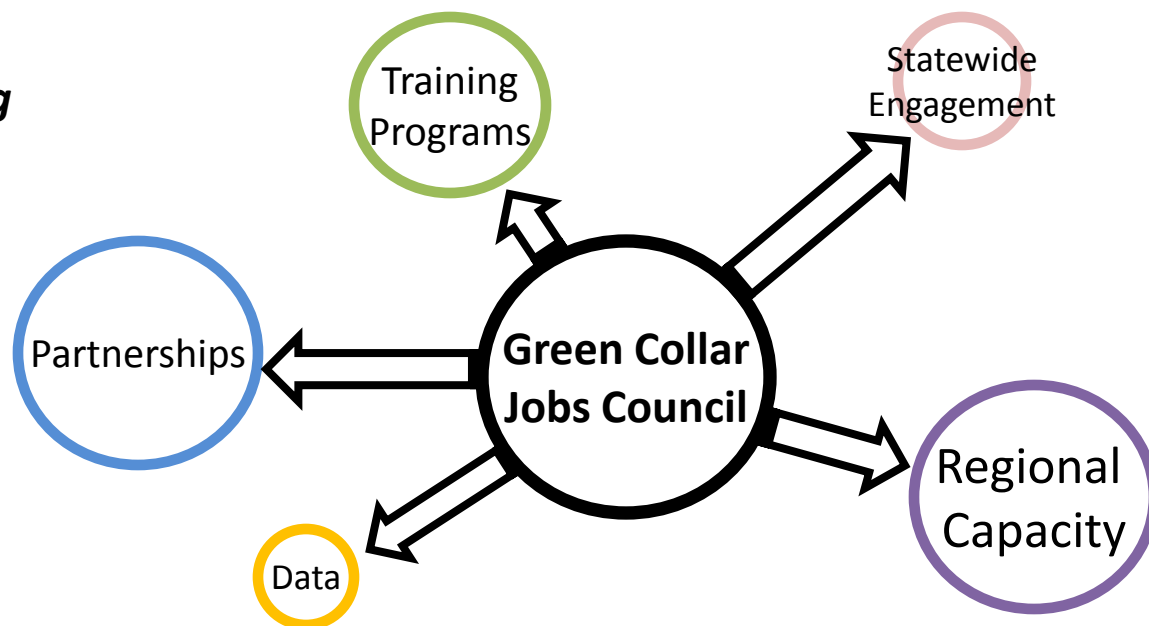
Current Opportunities

California Energy Commission/Workforce Investment Act
Clean Energy Workforce Training Program RFP

Department of Labor
State Energy Sector Partnership and Training Grants

California Workforce Investment Board
Industry Cluster of Opportunity Technical Assistance RFP

Mapping Ad-Hoc
California Regional Convening



Current Opportunities

California Energy Commission/Workforce Investment Act
Clean Energy Workforce Training Program RFP

Total: Approx. \$26 million

Purpose:

*The goal of the program is to support the expansion and development of local workforce development training programs and regional partnerships that focus on job skills for energy efficiency, water efficiency, renewable energy, and alternative and renewable transportation technologies through a **Sector Strategy** approach.*



Current Opportunities

Department of Labor

State Energy Sector Partnership and Training Grants

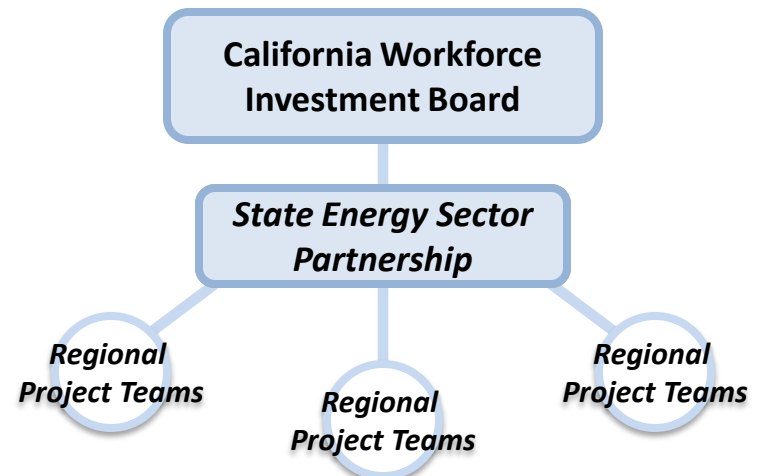
Total: \$190 million (ARRA)

Award Amount: \$2 million - \$6 million

Due October 20, 2009

Purpose:

*Provide training, job placement, and related activities that reflect a comprehensive statewide **Energy Sector Strategy**. These activities will be accomplished through the formation of a **State Energy Sector Partnership** that will oversee and enhance the operations of Regional Project Teams. Industries of focus include energy efficient building construction, renewable energy, energy efficient and advanced drive train vehicles, biofuels, deconstruction and materials, energy efficiency assessment, and environmentally sustainable manufacturing.*



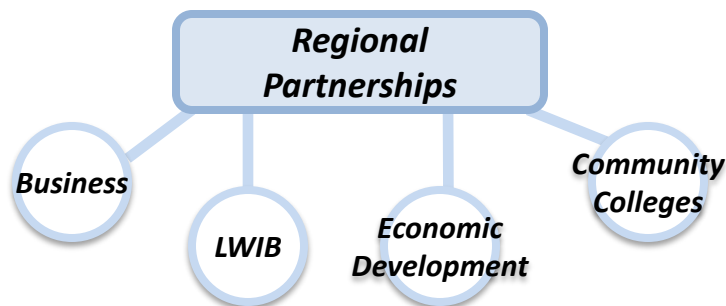
Current Opportunities

California Workforce Investment Board/California Energy Commission
Regional Industry Clusters of Opportunity Technical Assistance RFP

Total Proposed: Approx \$2.5 million (ARRA) + \$500,000 (AB118)

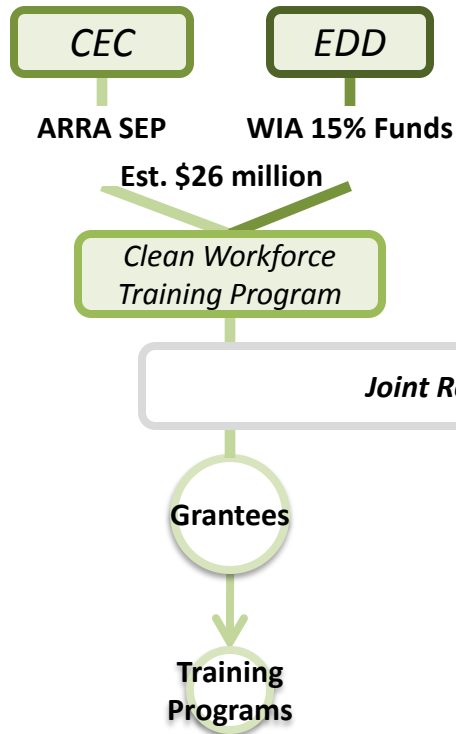
Purpose: The California Workforce Investment Board is promoting data-driven analyses to develop industry clusters of opportunity strategies. To support this effort, the State Board plans to release a Request for Proposal (RFP) for industry clusters of opportunity technical assistance grants. CEC hopes to leverage AB118 funding to support applications consistent with their funding priorities. The four areas of technical assistance are:

- *Diagnosis of economic trends and labor market needs;*
- *Collaborative Priority-Setting;*
- *Negotiated Cluster of Opportunity Investment Strategy; and*
- *Sustainable Implementation.*

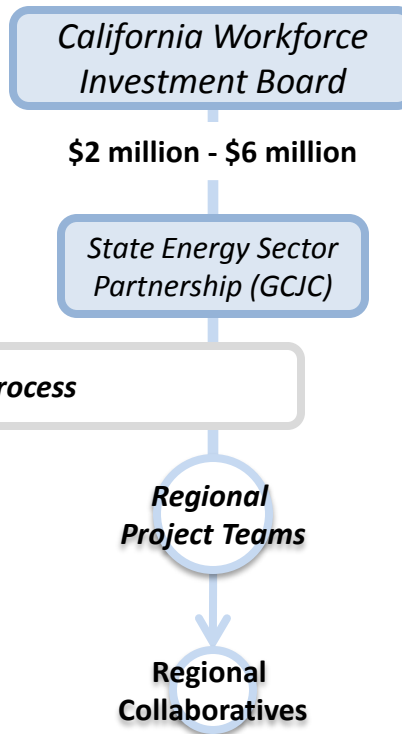


Leveraging Efforts

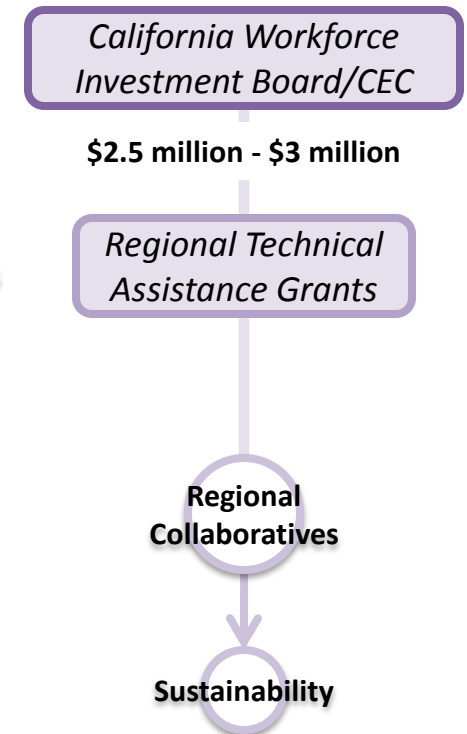
Developing Training (Clean Energy Workforce Training RFP)



Creating Partnerships (State Energy Sector Partnerships)

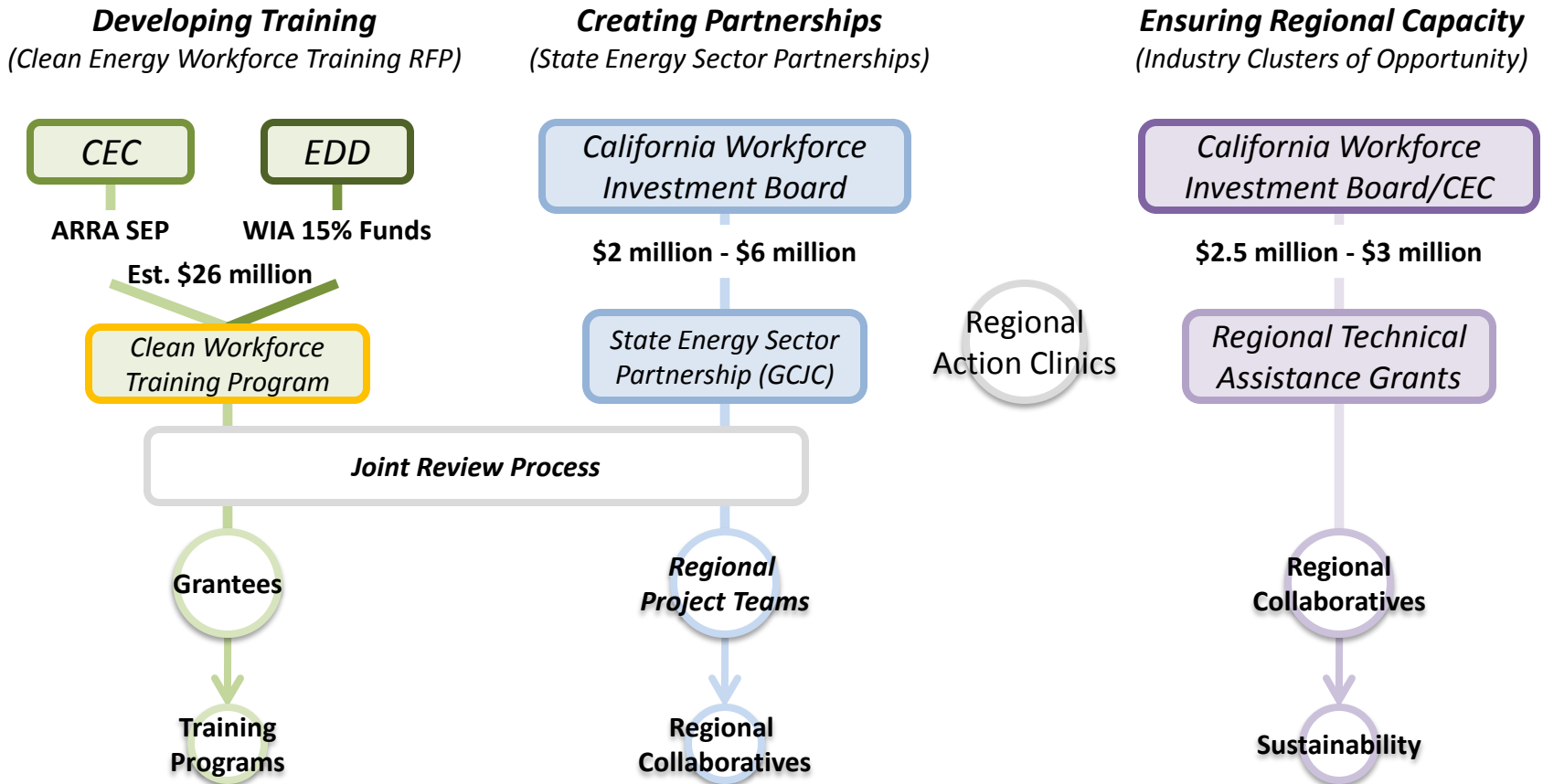


Ensuring Regional Capacity (Industry Clusters of Opportunity)



Regional
Action Clinics

Leveraging Efforts

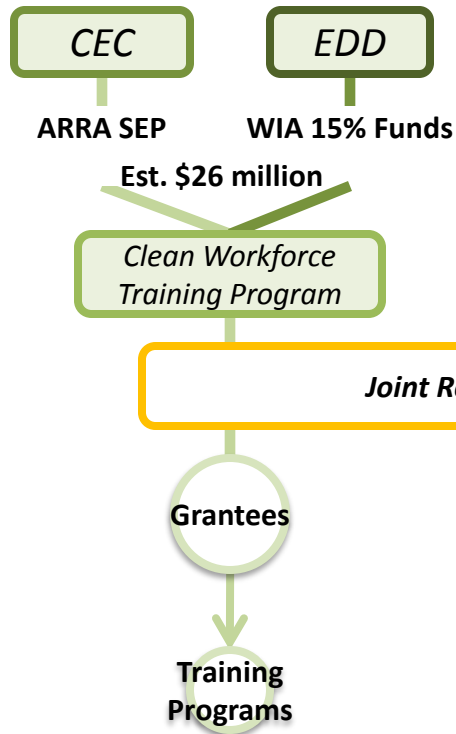


Clean Workforce Training Program:

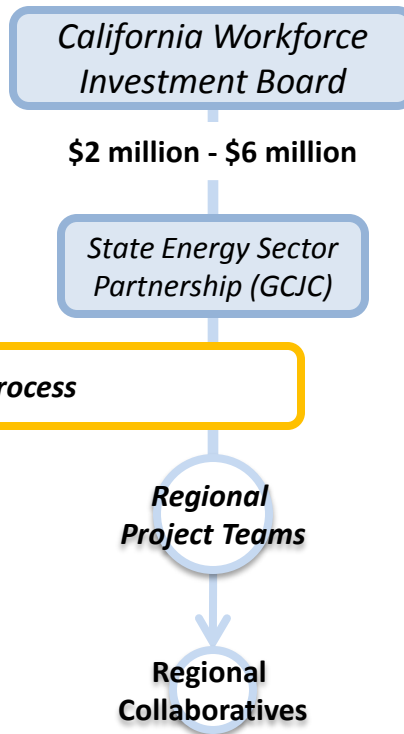
The goal of the program is to support the expansion and development of local workforce development training programs and regional partnerships that focus on job skills for energy efficiency, water efficiency, renewable energy, and alternative and renewable transportation technologies through a **Sector Strategy** approach.

Leveraging Efforts

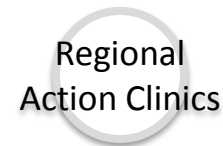
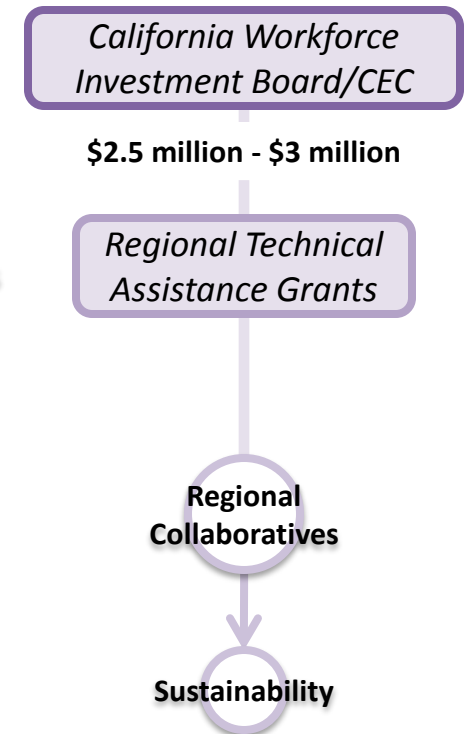
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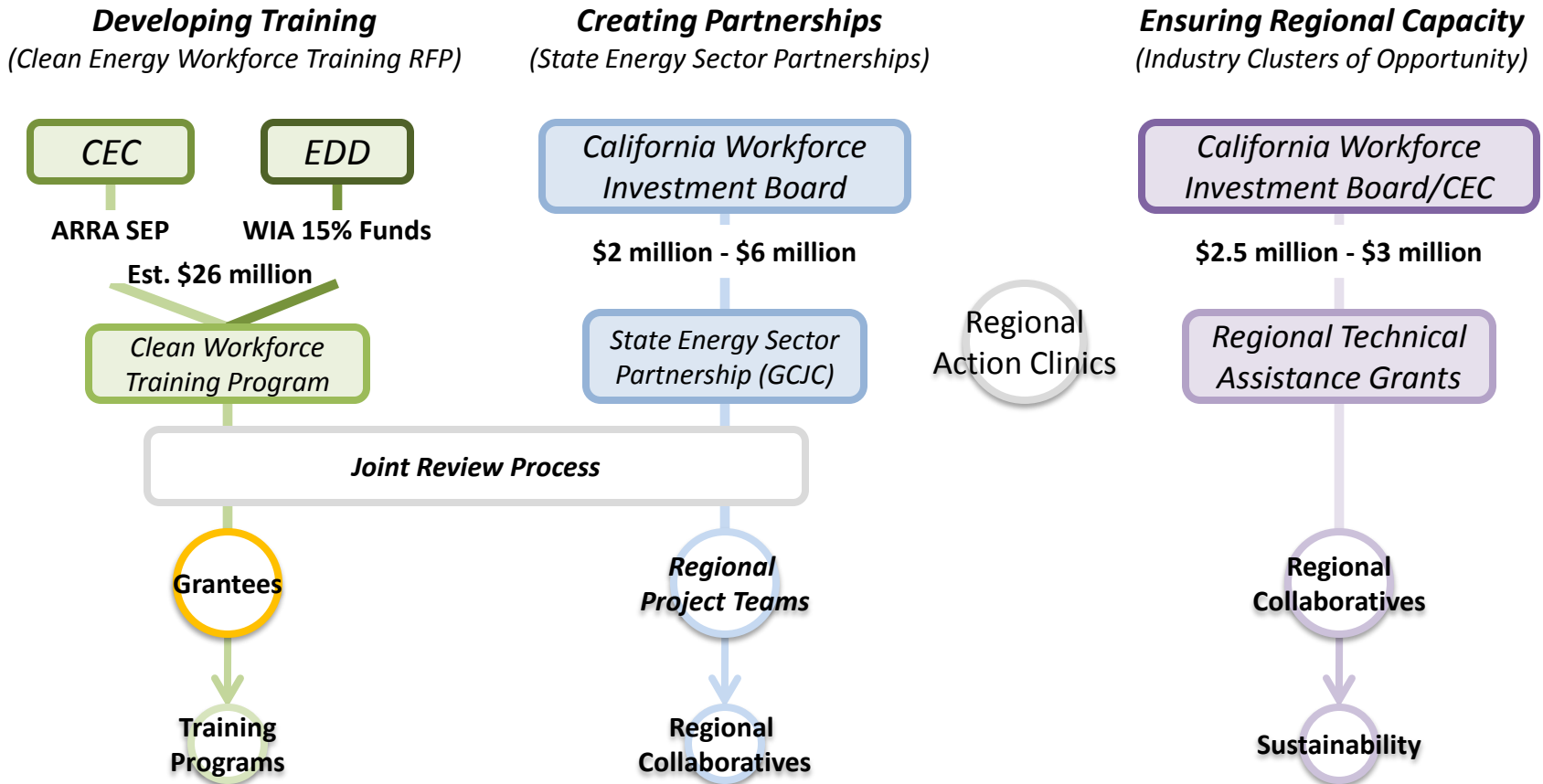
Ensuring Regional Capacity (Industry Clusters of Opportunity)



Joint Review Process:

Applications for the Clean Workforce Training Program will also be reviewed and considered for the State Energy Sector Partnership SGA as Local and Regional Project Teams.

Leveraging Efforts

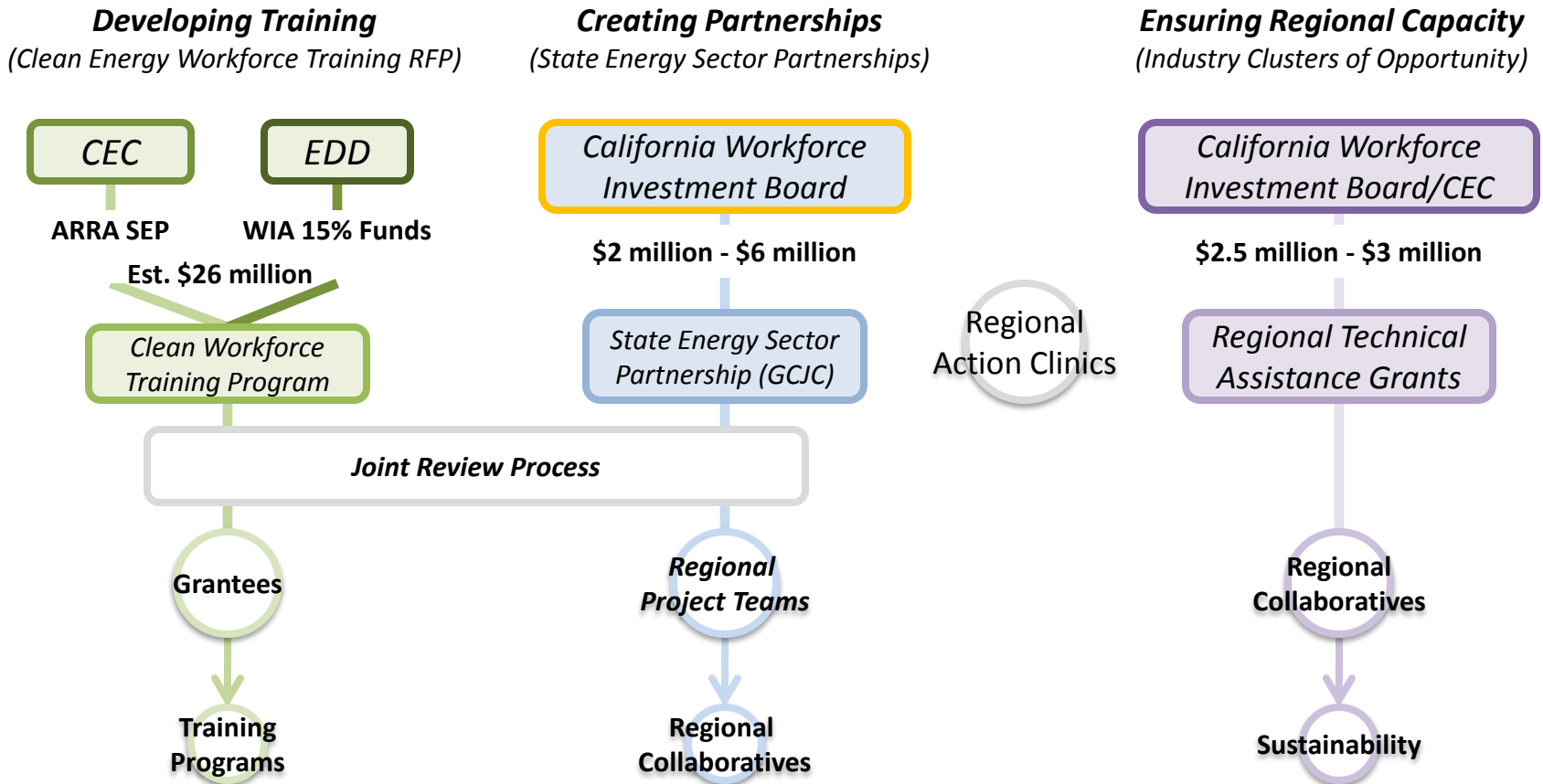


Eligible Applicant (PER DRAFT SFP):

Lead applicants must be LWIBs or community colleges. Regional partnerships must have LWIBs, employers, community colleges.

Other partners should include energy and water utilities, community and business development organizations, labor, economic development, CBOs, training organizations, and K-12.

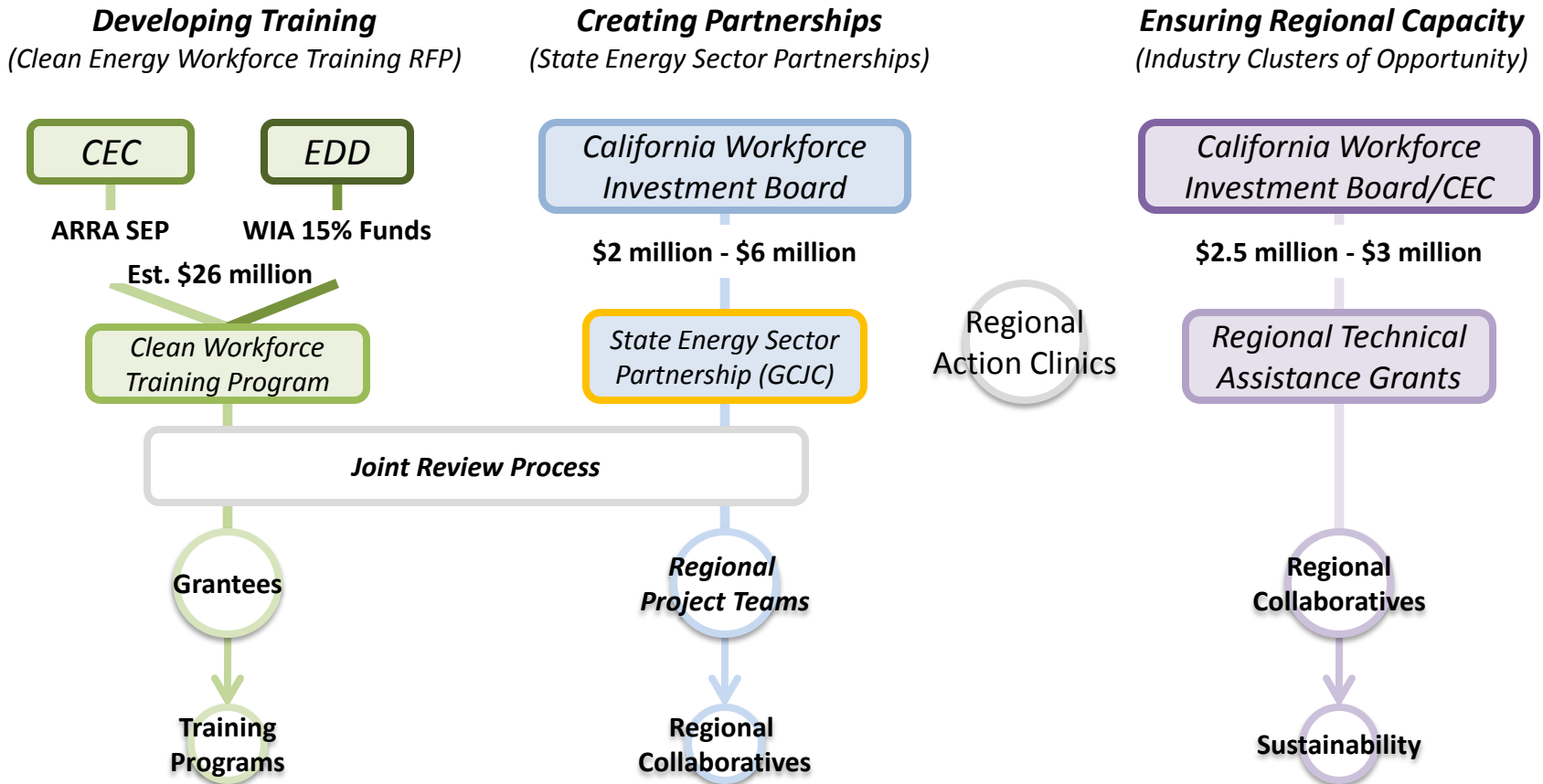
Leveraging Efforts



Roles of the California Workforce Investment Board

1. Determine and coordinate membership of the SESP, which will reflect the State's targeted industries.
2. Lead the SESP and serve as project operator, coordinator and manager.
3. Manage the planning, implementation, oversight, and tech assistance of the Energy Sector Plan.
4. Ensure that the SESP is aligned with the Governor's vision and national and State energy policies.
5. Coordinate with the local and regional project teams to ensure implementation, address challenges, meet technical assistance needs, and ensure teams are meeting outcomes and deliverables.

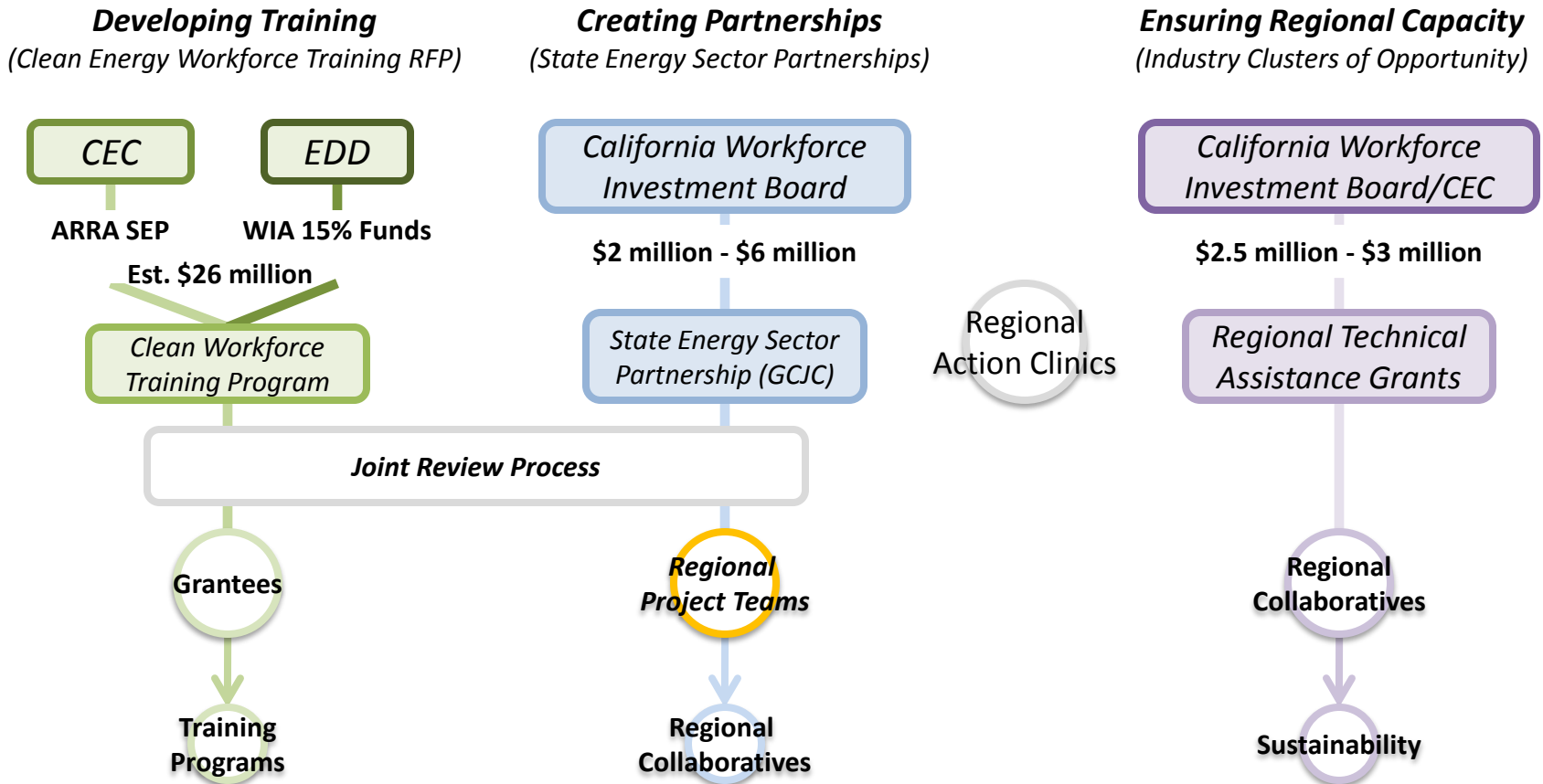
Leveraging Efforts



Primary activities for SESP/GCJC members:

1. Strategic planning and development of a Sector Plan, including selecting local and regional project teams, which the applicant will describe in the technical proposal and,
2. Oversight of the implementation and successful operation of the State Energy Sector Plan. The Board may choose to expand the roles of the SESP beyond these two activities to enhance the operations of the local and regional project teams.

Leveraging Efforts

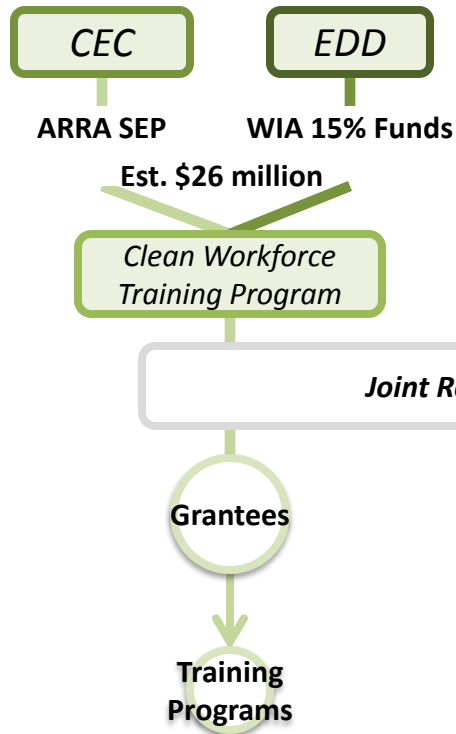


Roles of the Local Regional Project Teams:

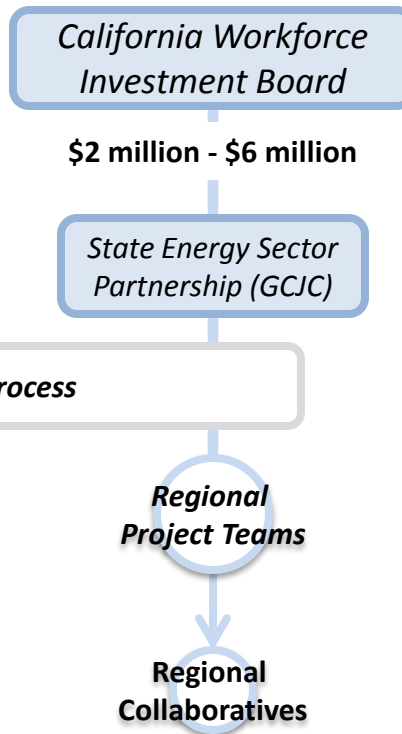
- Identify, assess, and refer candidates for training,
- Connect with employers,
- Identify training providers,
- Identify a lead staff member, or co-leads to ensure coordination among the training providers

Leveraging Efforts

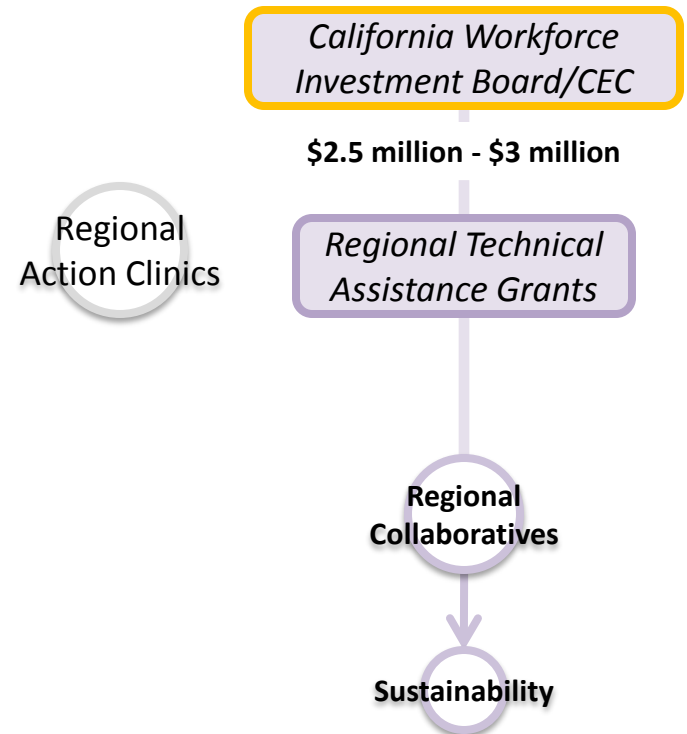
Developing Training (Clean Energy Workforce Training RFP)



Creating Partnerships (State Energy Sector Partnerships)



Ensuring Regional Capacity (Industry Clusters of Opportunity)

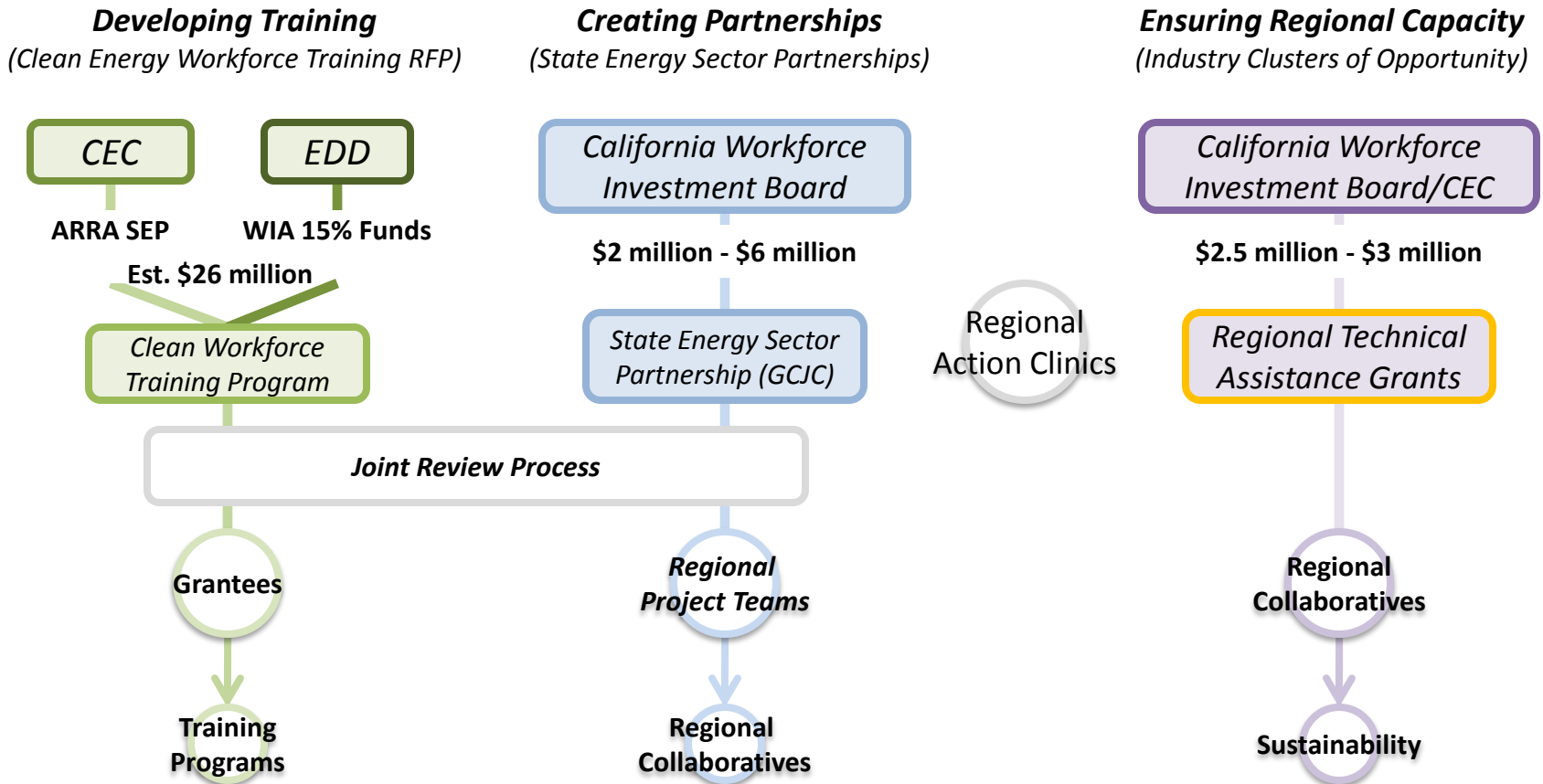


Regional Action Clinics

Industry Cluster Methodology Technical Assistance RFP:

The California Workforce Investment Board hopes to promote data-driven analyses to develop industry clusters of opportunity strategies. To support this effort, the State Board plans to release a Request for Proposal (RFP) for industry clusters of opportunity technical assistance grants.

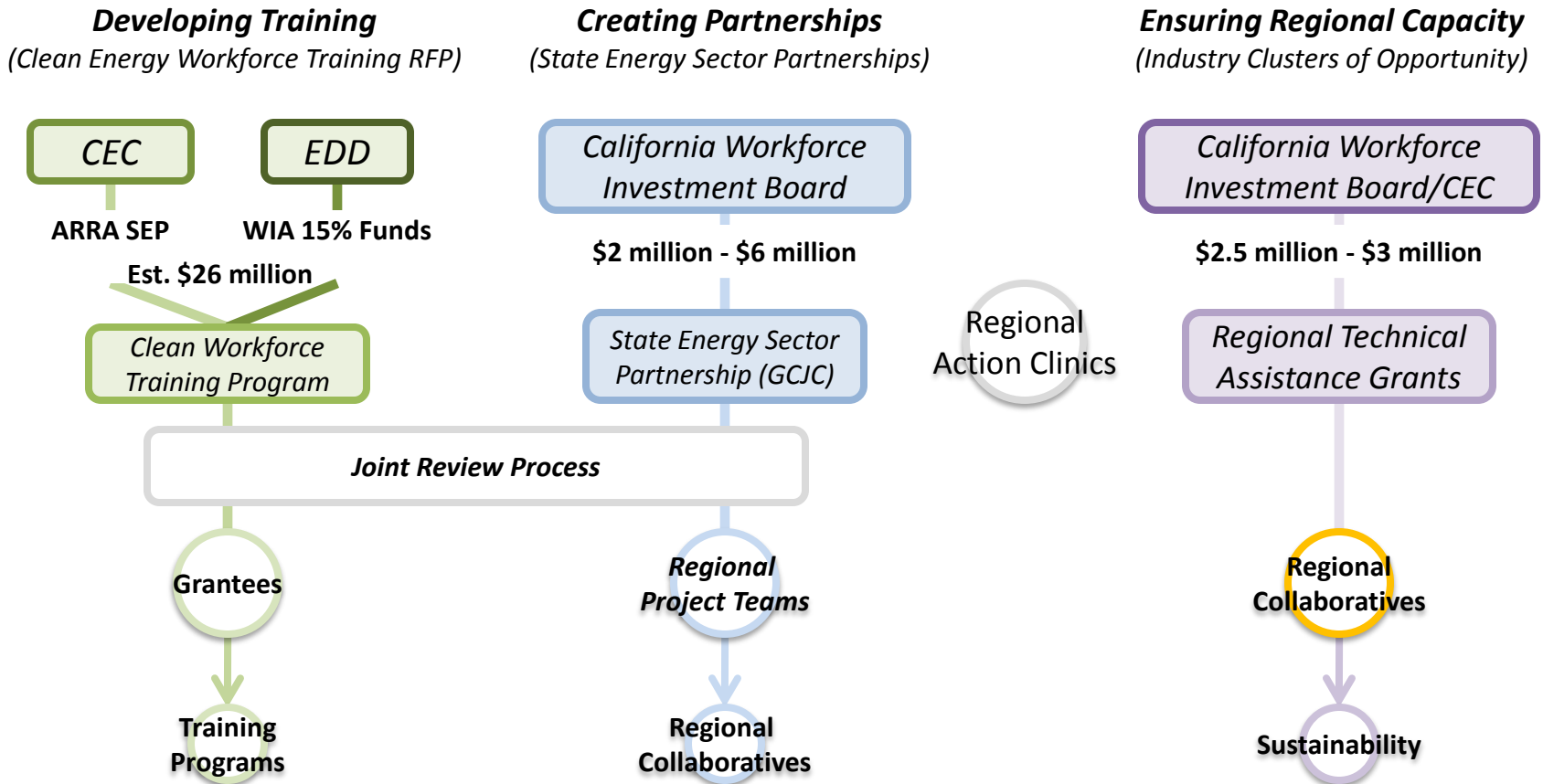
Leveraging Efforts



In this proposed grant the CWIB in partnership with the California Economic Strategies Panel will, develop and provide technical assistance using a four phased model for regional planning:

- **Diagnosis**
- **Collaborative Priority-Setting**
- **Negotiated Investment Strategy**
- **Sustainable Implementation**

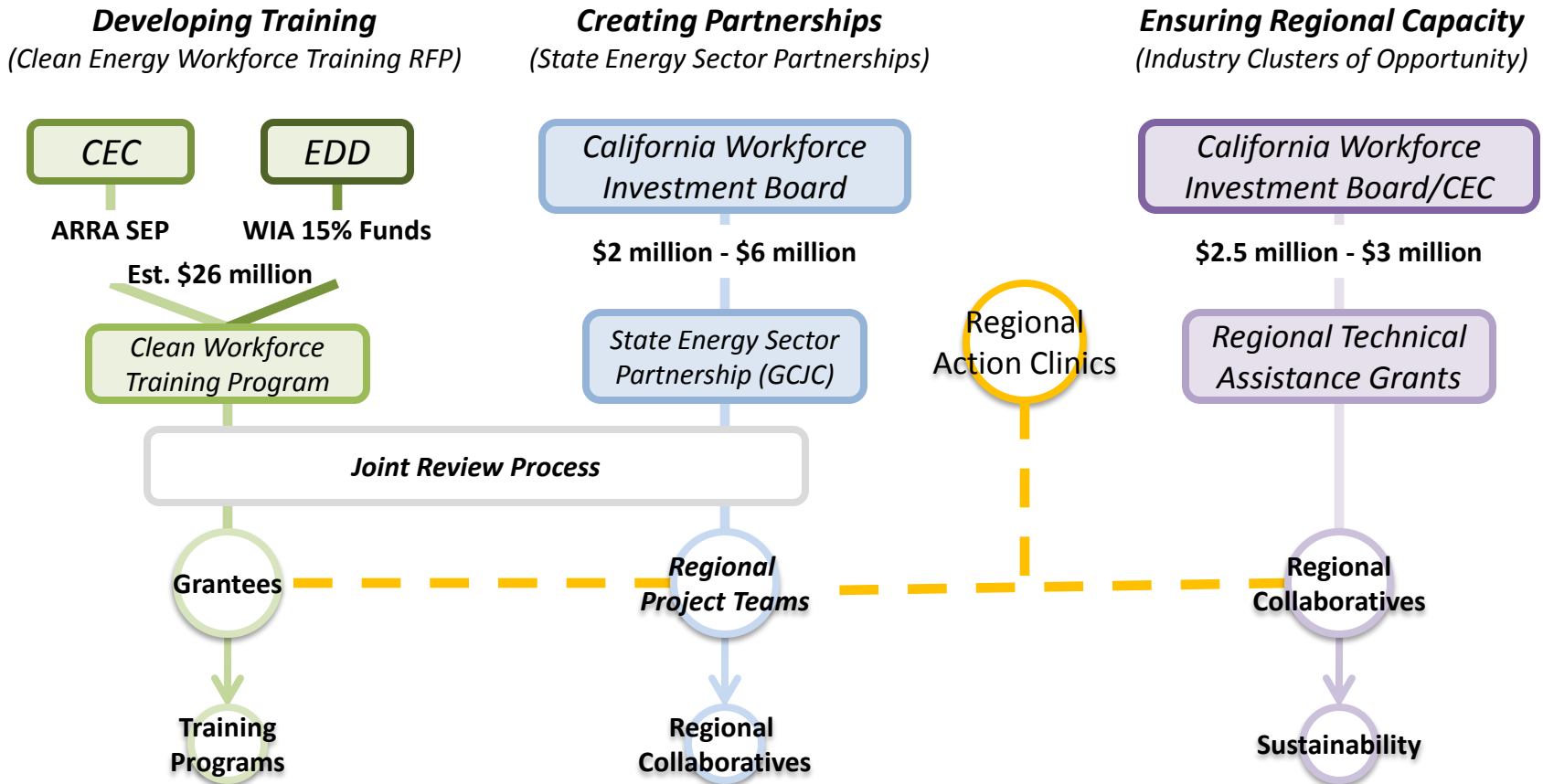
Leveraging Efforts



Applicants:

Successful proposals would involve a high level of coordination and integration with workforce and economic development partners, including; businesses, Industry Associations, Economic Development Organizations, Key Infrastructure Entities, Labor, LWIBs, K-12 (e.g. CTE), Community Colleges, CSU Campuses, Local Jurisdictions, Research Entities, CBOs, and other support service organizations

Leveraging Efforts



Mapping Ad-Hoc Regional Action Clinics:

The *regional action clinics* will provide regional teams the opportunity to *test drive* the technical assistance components and provide those regions not selected for the previous grants the opportunity to develop long lasting regional capacity.

Next Steps

1. Staff to the Council will work in partnership with the California Energy Commission and the Employment Development Department on the Clean Energy Workforce Training RFP.
2. Green Collar Jobs Council/CEC and EDD will host two Statewide meetings to introduce the CA Green Workforce Initiative and provide bidders conferences for the Clean Energy Workforce Training Program RFP.
3. The Green Collar Jobs Council will serve as the State Energy Sector Partnership for the DOL Grant and provide oversight for the development and implementation of the Grant.
4. The Industry Cluster of Opportunity RFP is expected to be released in September.
5. Regional Action Clinics will be held to support grantees under each project.